Straight from Google: What You Need to Know

Matt Cutts
WordCamp
May 30, 2009
mattcutts.com/blog/

secretsmoney

« Aamaryland Child Support check myiowa child support account online rhode island

Diet »

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Why do you blog?

Why do you blog?

Fame

Access

Attention

Money

Rankings

Why do you blog?

Fame

Access

Attention

Money

Rankings

Doing it for fun!

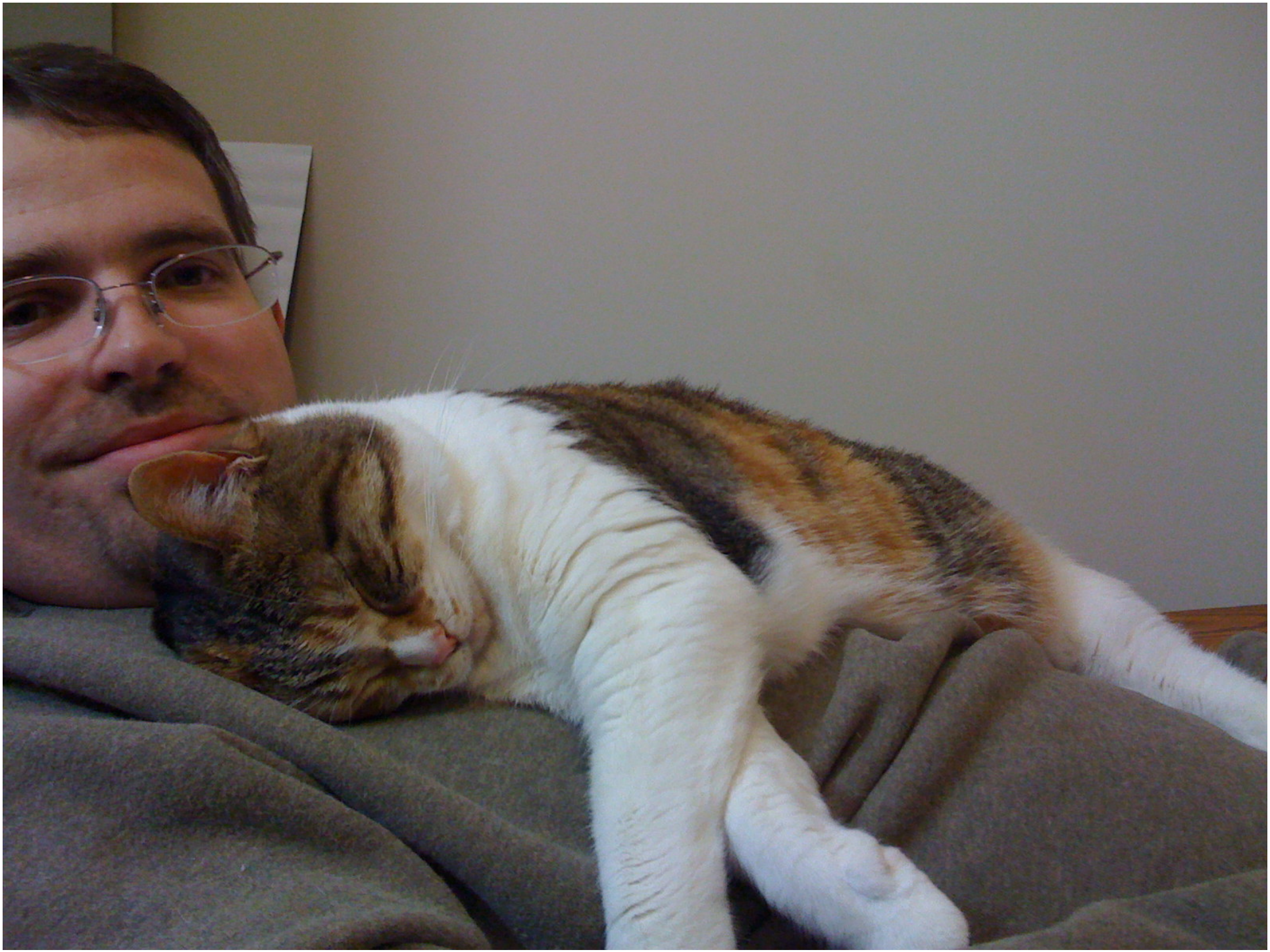
Poems, rants, daily thoughts

Keeping up with family

Posting recipes

Deep desire to post cat pics

Emmy



If you're blogging for yourself:
You've already won!

"I want to do better in Google."

WordPress is a great choice

WordPress takes care of 80-90% of
(the mechanics of)
Search Engine Optimization (SEO)

My plugins

Currently Active Plugins

Bulk Actions Apply

Plugin	Version	Description
Akismet	2.2.3	Akismet checks your comments against the Akismet web service to see if the it. You can review the spam it catches under "Comments." To show off your A template. See also: WP Stats plugin. By Matt Mullenweg.
Cookies for Comments	0.5	Sets a cookie that must exist for a comment to be allowed through By Donncl
Enforce www. Preference	1.3	Provides 301 redirects to queries with **/index.php** and enforces your use or
FeedBurner FeedSmith	2.3.1	Originally authored by Steve Smith, this plugin detects all ways to access you feed so you can track every possible subscriber. By FeedBurner.
WP Super Cache	0.9.4.3	Very fast caching plugin for WordPress. By Donncha O Caoimh.
Plugin	**Version**	**Description**

How does Google crawl?

We crawl roughly in decreasing order of PageRank

What's PageRank?

Definition 1 *Let $E(u)$ be some vector over the Web pages that corresponds to a source of rank. Then, the PageRank of a set of Web pages is an assignment, R', to the Web pages which satisfies*

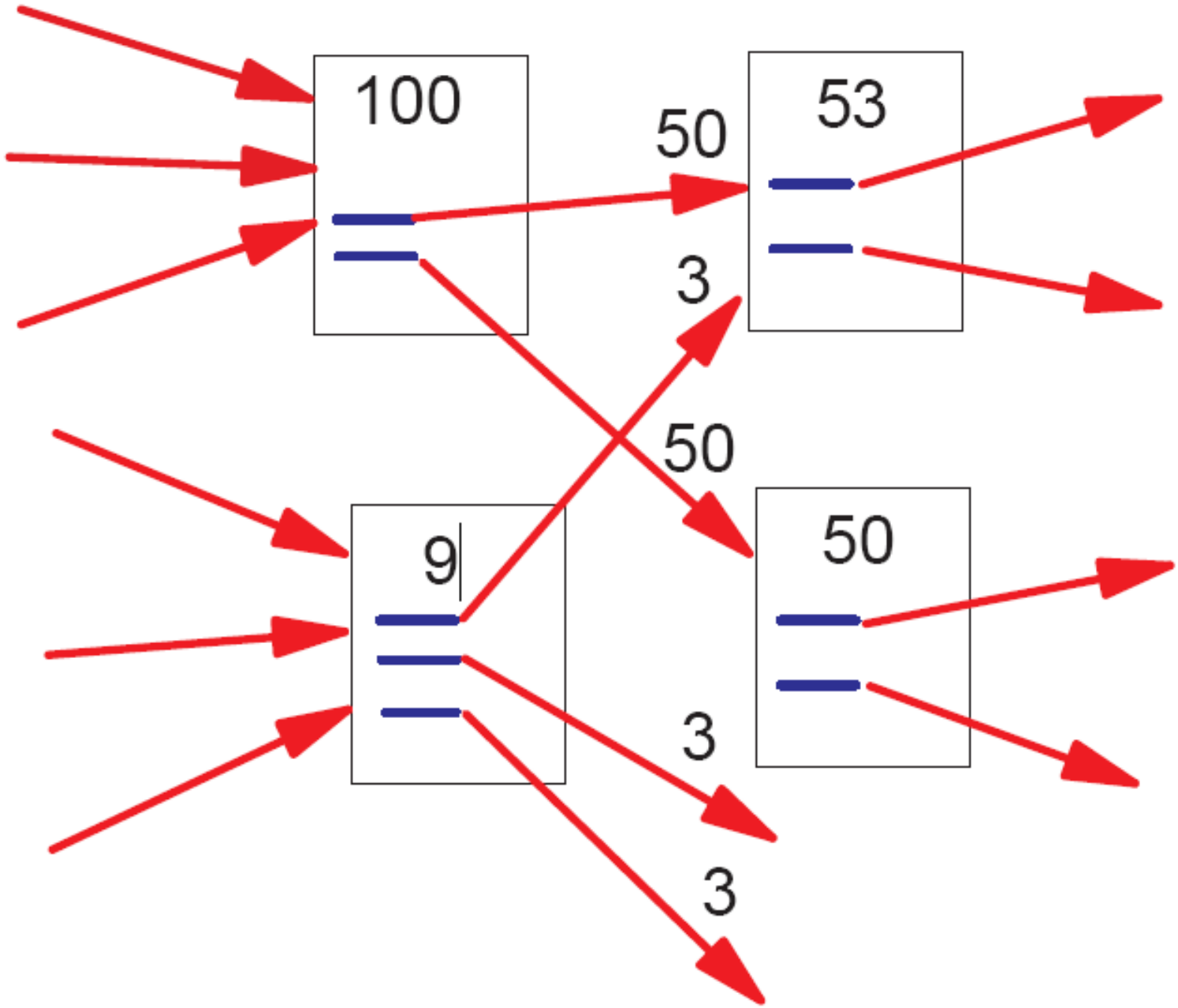
$$R'(u) = c \sum_{v \in B_u} \frac{R'(v)}{N_v} + cE(u) \tag{1}$$

such that c is maximized and $||R'||_1 = 1$ ($||R'||_1$ denotes the L_1 norm of R').

What's PageRank?

The number and importance of links pointing to you.

What's PageRank?



Avoid Backlink Obsession (BO)

“Why are my 297 links:

1 x PR7 + 25 x PR6 + 151 x (PR5 and PR4) + 120 x (PR3)

are nothing in Google's eyes compared with my competitor's site which only has got 59 links

(4 x PR6 + 38 x PR5 + 17 x PR4)

That site is the first for the normal KW query and for allinanchor. How can it be true?"

How does Google rank pages?
You want to be relevant and reputable

Being Relevant

Ask yourself:

- What do I love?
- What am I really good at doing?
- What do I have to say?

SEO tips: keywords

- Think about the keywords that users will type. Include them naturally in your posts
  "usb drive"
  "thumb drive"
  "flash drive"
  "pen drive"
- ALT attribute are handy (3-4 relevant words)
- Don't forget image search, videos, etc.

What will your visitors type?

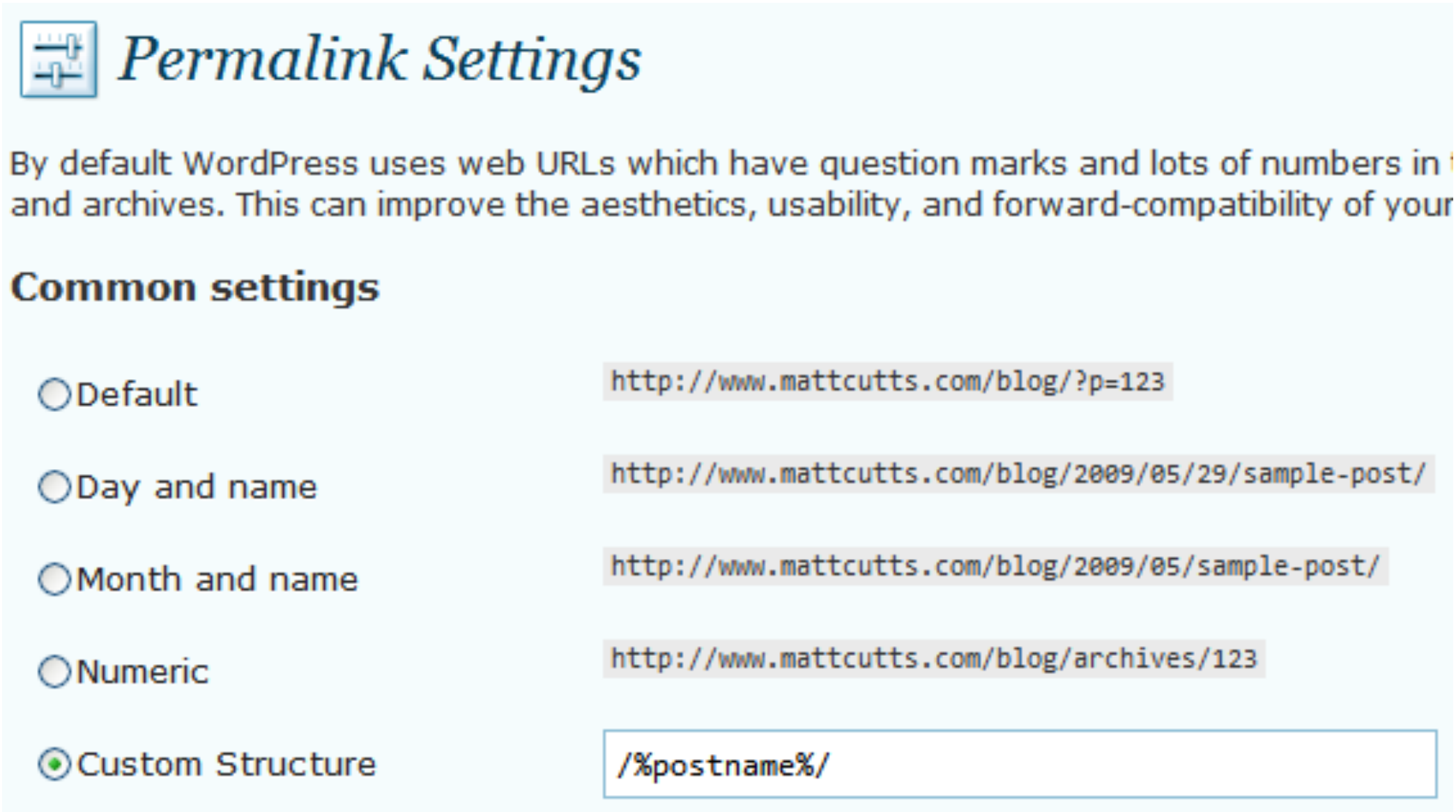
Common Questions About HIV/AIDS

- What are HIV and AIDS?
- What are the symptoms of HIV infection?
- How do we know that HIV causes AIDS?
- How many people have HIV/AIDS?
- How do you get (and avoid getting) HIV?
- Am I at risk?
- How do I protect myself?
- How risky is oral sex?
- How do you use a condom?
- Is HIV still a risk if you're faithful?
- Does birth control protect against HIV?
- Is there a cure?
- Is there a vaccine?
- Is HIV always fatal?
- What are STDs and how do they relate to HIV infection?
- What is the connection between drugs and HIV?
- Should I get tested for HIV?
- What happens when you get tested for HIV?
- I just tested positive -- now what?
- I just tested negative -- now what?

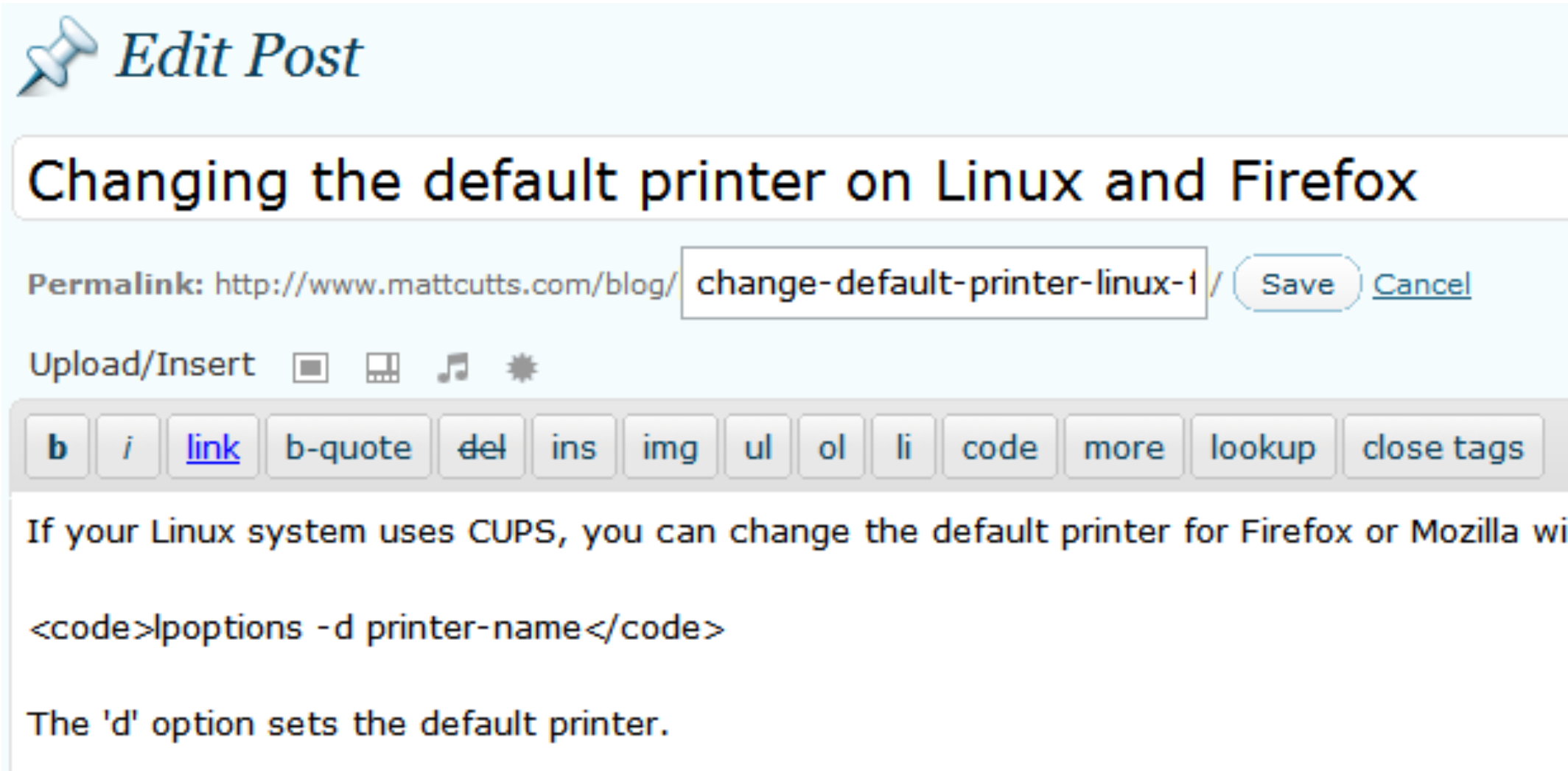
Keyword tool - brainstorm!

Keywords	Advertiser Competition	Local Search Volume: April
Keywords related to term(s) entered - sorted by relevance		
ipod car		550,000
Additional keywords to consider - sorted by relevance		
itrip car		5,400
itrip		246,000
car fm transmitter		135,000
dock car		33,100
belkin car		22,200
monster car		49,500
griffin car		40,500
fm car		201,000
connector car		27,100
transmitter car		165,000

Url structure



Tweaking titles, urls, content



SEO tips: keywords

- Use categories that are also good keywords
- Keywords in url paths: example.com/my-keywords
  - Dashes are best
  - Next best is underscores
  - No spaces is worst
- Someone should ask me: what if I've already done my site? Should I change things?

Don't overdo it

Indonesian hotel, office and home furniture selling company; fazalfurniture

Indonesian hotel, office and home furniture selling company; fazalfurniture feel pleasure in introducing as world renowned and famous **Indonesian furniture company** in the field of **wooden furniture** manufacturing and offering for sale innovated, **modern furniture** and **antique wood furniture** made according to our valued customers esteemed order and requirements of ***home furniture, hotel furniture*** and as well as ***office furniture*** for the use of ***indoor furniture and outdoor furniture*** purposes.

fazalfurniture is providing **quality wood furniture** and also valued services for manufacturing of **indoor furniture** and **outdoor furniture**. Specialty of our Indonesian furniture company is we **manufacture** **mahogany wood furniture**, **rattan wood furniture**, **teak wood furniture** and as well as **antique wood furniture**. We deal in all kind of **indoor furniture** and **outdoor furniture** like ***office furniture***, ***home furniture***, ***hotel furniture*** etc. **fazalfurniture Indonesian wooden furniture company** is a world renowned **wood furniture company** which is not involved in just marketing and selling of **wooden furniture** but we respect and honor the esteemed orders advanced by our valued customers for providing them environmental and ecologic

Indonesian hotel, office and home furniture products

Being relevant: summary

- Find something you're passionate about
- Write often!
- Pay attention to the mechanics, but don't overdo it

Gaining a Reputation

Be interesting

Enough is enough! I just fired that idiot Jerry Yang

Look I know I'm on vacation and I'm not supposed to even look at work and I'm supposed to be resting and drinking my protein shakes but for the love of Christ I can't friggin take it anymore. So I just called Jerry Yang and I'm like, Dude, I know you're a shitty CEO, and fair enough, whatever, but I figured you could at least be

Update often

Apply Katamari Philosophy

Credit: LaMenta3

Gaining Reputation

- Provide a useful service
  - Eric Goldman - blawger about legal issues & search
- Do original research or reporting
  - Danny Sullivan - compared spam on Gmail, Yahoo
  - Louis Gray - watched his referrers
- Give great information
  - Lifehacker - High-quality tutorials and guides
- Find a creative niche
  - icanhascheezburger, F@#$ My Life, One Sentence
  - Penny Arcade, xkcd
- Write some code
- Live blogging!
- Make lists ("11 reasons why WordCamp ruled")
- Create controversy
- Meet folks on Twitter, Facebook, FriendFeed

Make a video

Is Google putting more weight on brands in rankings?

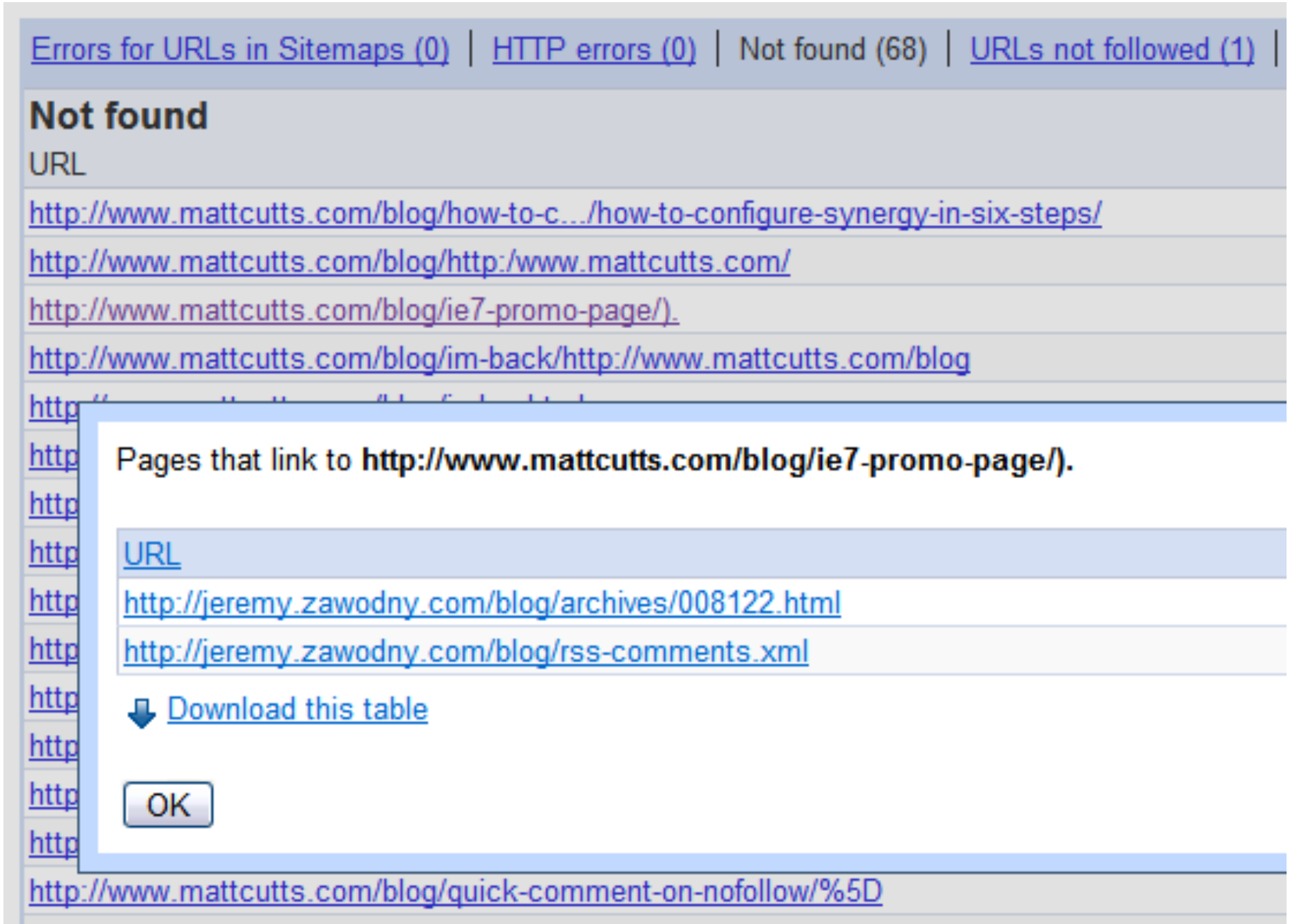
★★★★☆ 21 ratings

14,560 views

Google tools can help

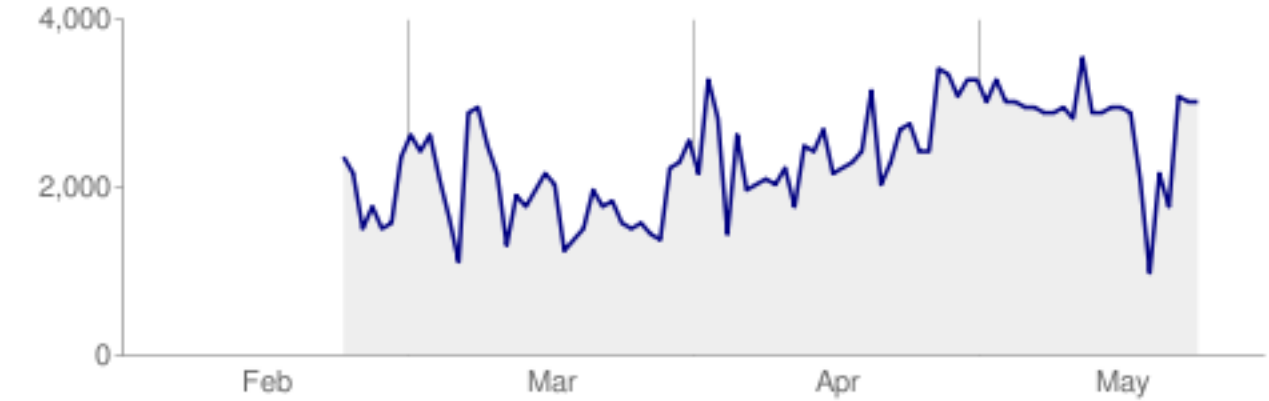
- Webmaster console at google.com/webmasters/
- Google Analytics
- FeedBurner: MyBrand for free
  feeds.mattcutts.com instead of feeds.feedburner.com
- Google Website Optimizer
- Custom Search Engine: free site search
- AdSense
  <!-- google_ad_section_start -->
  <!-- google_ad_section_end -->

"Free" links - google.com/webmasters/



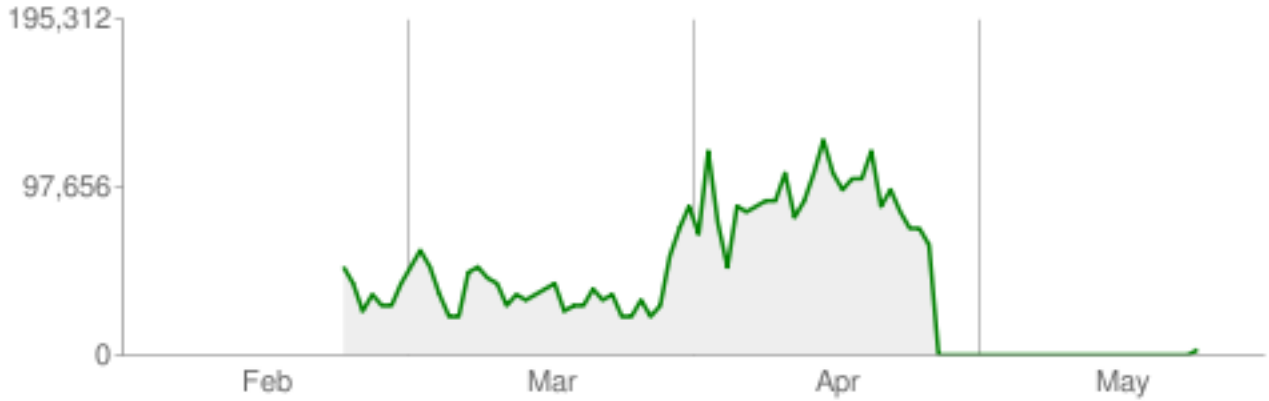
Google.com/webmasters/

Googlebot activity in the last 90 days



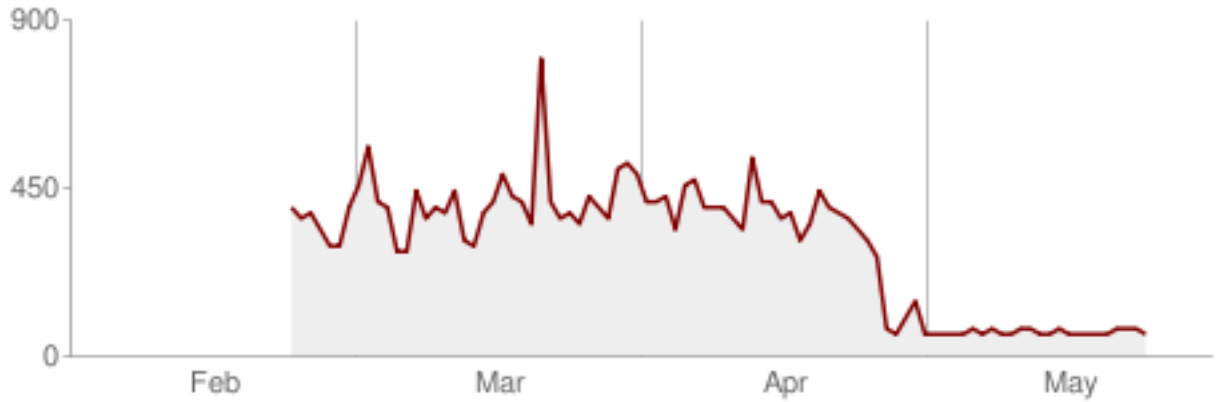
Number of pages crawled per da

Maximum	3,558
Average	2,377
Minimum	1,013



Number of kilobytes downloaded

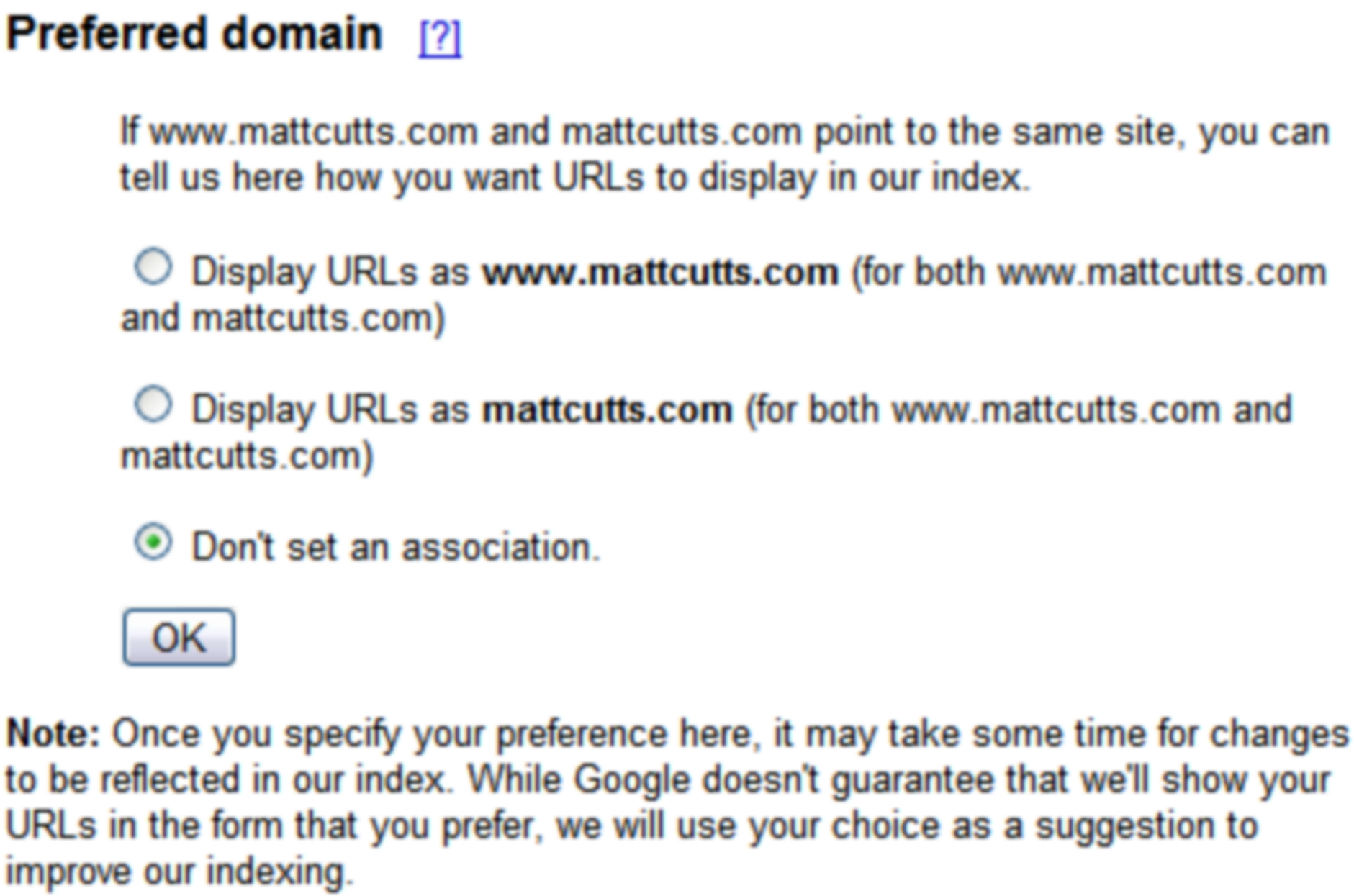
Maximum	127,943
Average	42,717
Minimum	522



Time spent downloading a page

Maximum	801
Average	303
Minimum	60

Google.com/webmasters/

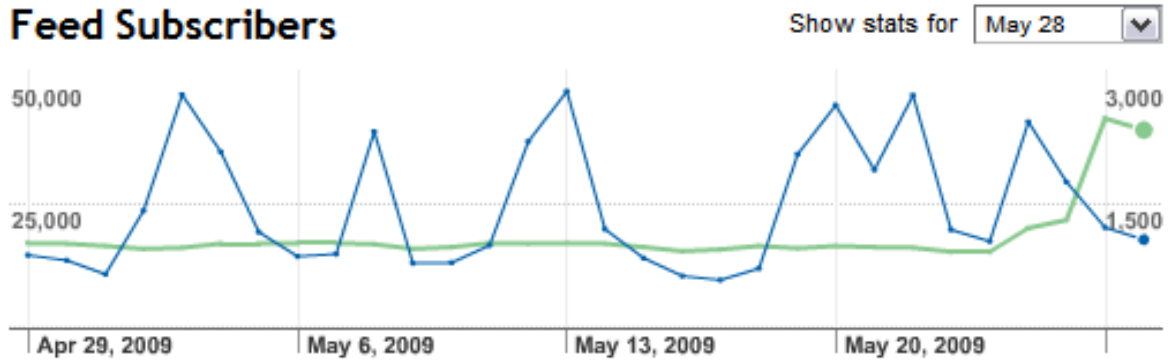


Evergreen content - Google Analytics

Entrances	Bounces
67,514	**46,620**
% of Site Total: **100.00%**	% of Site Total: **100.00%**

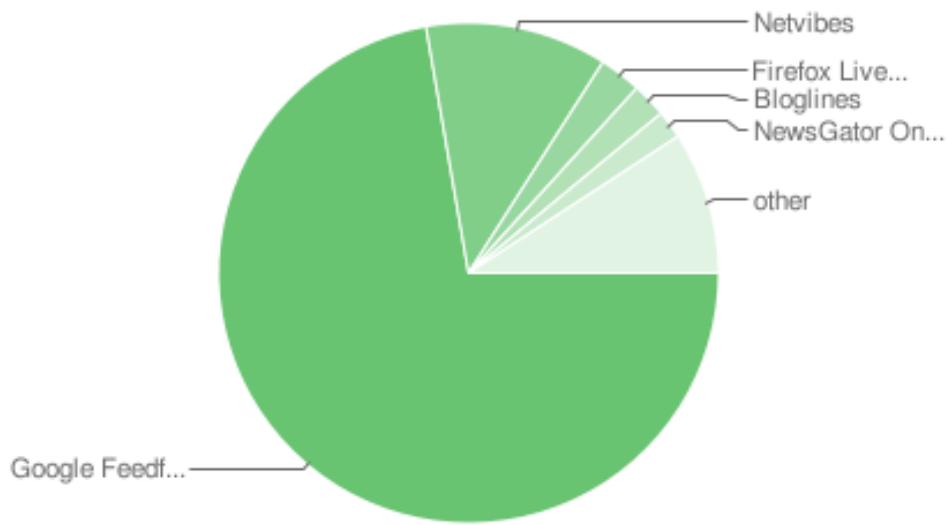
	Page
1.	/
2.	/blog/
3.	/v2/index1.php
4.	/blog/linux-wii-balanceboard/
5.	/blog/im-back/
6.	/blog/hack-your-iphone-install-applications-with-installerapp-and-apptapp/
7.	/v2/
8.	/v2/login.php
9.	/blog/common-google-chrome-objections/
10.	/blog/three-solid-gmail-productivity-tips/

FeedBurner



Thursday, May 28, 2009

- **40,035** subscribers
- **1,074** reach



Feed Readers and Aggregators

NAME	SUBSCRIBERS
Google Feedfetcher	28938
Netvibes	4704

Avoid shortcuts and scams

- Make Money Daily.. Online! -Be a Lazy Google Millionaire-

-Google Ads- to me

Quit your boring old job and Make Google Money

"Google Money Tree"

Google money tree

Learn how to make $107,389 in Six Months
Just filling out forms and doing searches on Google and Yahoo

AS SEEN ON TV

The New York Times · USA Today · Enquirer · CNN · msn · YAHOO! · Forbes · InformationWeek · AOL

START YOUR HOME BUSINESS TODAY!

ORDER NOW! OFFER WILL EXPIRE IN 14:56 MINS

First Name:
Last Name:
Email:
Phone:
Address:
City:

I wish I would have found this amazing secret years ago. It totally changes my life. I was your typical tired, frustrated, overworked and underpaid employee, looking for a way out. Nobody thought I could do it, and I guess I've proven them all wrong. Sometimes I wake up and can't believe it's all real. This changed my life, and it

Avoid paid posts

- the Content does not contain or install any viruses, worms, malware, Trojan horses or other harmful or destructive content;
- the Content is not spam, is not machine- or randomly-generated, and does not contain unethical or unwanted commercial content designed to drive traffic to third party sites or boost the search engine rankings of third party sites, or to further unlawful acts (such as phishing) or mislead recipients as to the source of the material (such as spoofing);
- the Content is not libelous or defamatory (more info on what that means), does not contain threats or incite violence towards individuals or entities, and does not violate the privacy or publicity rights of any third party;
- your blog is not getting advertised via unwanted electronic messages such as spam links on newsgroups, email lists, other blogs and web sites, and similar unsolicited promotional methods;
- your blog is not named in a manner that misleads your readers into thinking that you are another person or company. For example, your blog's URL or name is not the name of a person other than yourself or company other than your own; and

Security

Keep your WordPress and web server updated!!

http://www.americannaziparty.com/news/archives.php

freepress PRESENTS:

SAVE THE INTERNET

The savetheinternet.com coalition is more than a million everyday people who have banded together with thousands of non-profit organizations, businesses and bloggers to protect Internet freedom. learn more »

Obama: Don't Back Down on Net Neutrality

President Barack Obama has spoken out in favor of Net Neutrality. But special interests in Washington are claiming to the press that Net Neutrality is a non-issue.

Support Obama's stand for Net Neutrality »

Learn more at the SavetheInternet.com Blog »

.. /blog/wp-content/uploads/authors/Pletal.html

Security tip: add .htaccess in /wp-admin

```
AuthUserFile /dev/null
AuthGroupFile /dev/null
AuthName "Access Control"
AuthType Basic
<LIMIT GET>
order deny,allow
deny from all
# whitelist home IP address
allow from 123.45.67.89
# whitelist work IP address
allow from 123.45.67.98
</LIMIT>
```

Thanks to WordPress/Automattic

- Automatic updates

- Protect the /wp-content/ directory

- rel=canonical . Built into wordpress.com. Download 2.8!

Thanks!
mattcutts.com